

MUSIC PROGRAMMES ON TELEVISION

- A study of the **production and consumption** of music programmes broadcast on UK television.

To include

- **live**,
- **recorded music**,
- genres from **classical to popular and alternative styles**.

MEDIA LANGUAGES

- **Forms and Conventions:**
- music genre channels, music video channels, programme formats and styles, music competition/reality contest, chart shows, documentary and arts programmes.

MEDIA INSTITUTIONS

- television links with music industry, scheduling, context of contemporary TV broadcasting, relationship with other media, marketing of music.

MEDIA AUDIENCES

- music culture, audience targeting and reception, mass and niche audiences.

MEDIA REPRESENTATIONS

- presenters,
- performers,
- audiences,
- ethnicity,
- gender.

LIVE MUSIC

- Major events..... Like Live 8
- Pop Idol, and the rise of living room legends...
- Top of the Pops, CD UK
- Jools Holland type live music shows with presenter

SHOWCASE VIDEOS

- MTV, MTV Hits, MTV Dance, MTVBase, VH1, VH2
- The Box ...Huge Hits and Hot New Ones

DEBATE

- How far is the medium of television dictating the form ?

- image

DEBATE

- The evidence that the visual (tv/internet) is now the dominant promotional medium for new music releases
- Corollary of this is that the music must be visually appealing to be successful

CONSIDER

- Note the move towards attractive or exhibitionist Classical Music
- Note the dominance by physically attractive artistes in music performance

CONSIDER

- The decline of:
 - Radio
 - Music
 - Live performances

REPRESENTATION

- Dominance of beauty, sexual allure
- Under-representation of old/middle aged

MEDIA AUDIENCES

- Genre channeling
- Interactivity (competition voting, phone requests)

- fragmentation

DEBATE

- To educate, inform and entertain.... Is the rise of the music industry via television an indication that we are a society of passive consumers luxuriating in vicarious hedonism ?

DEBATE

- Does the medium of television enhance music in any way ?

CONSIDER

- Are audiences manipulated by industries ?
- are music –loving audiences being manipulated by the image industries

DEBATE

- How does the medium of television provide pleasures for audiences in its delivery of music programmes?

CONSIDER

- Does television provide a superficial, visual treatment of music or is it possible for television to enhance the artistic performance or social purpose of an artiste ?

DEBATE

- “Music is largely for pleasure. It is not a lecture, a documentary or a lesson. It is for enjoyment, pleasure, fun, dancing and relaxation. The visual stimulus that television offers to the ears enhances the audience satisfaction. That is television’s role in providing music programmes. TV producers of music programmes do not need to adopt a worthy, pious and artsy attitude.” Discuss

CONSIDER

- The music industry’s adaptation to audience power/indie power of the internet, downloading, and publicity

CASE STUDY MEDIA INSTITUTIONS

- Case study of Emap tv
- Decline of Smash Hits Magazine
- Rise of Emaps genre channels

EMAP DISTRIBUTION

EMAP – some facts.

- In 2005, 71% of all viewers with mch tv tuned into Emap – this equates to 27.6m viewers.
- The portfolio attracts an average **14.7m** viewers a month. Of those, 5.4m are Adults 16-34. This means the portfolio reaches 53% of all Adults 16-34 with MCH every month.
- At any moment an average **24,300** Adults 16-34 are watching Emap.
- 62% of Emaps' Adult viewers are aged 16-34.

Kerrang – Some facts.

- In 2005, 25% of all viewers with mch tv tuned into Kerrang – this equates to 9.6m viewers.
- The channel attracts an average **3.3m** viewers a month. Of those, 1.4m are Adults 16-34. This means the channel reaches 14% of all Adults 16-34 with MCH every month.
- Kerrang attracts 171% more viewers every month than Scuzz and 11% more than VH2.
- At any moment an average **2,500** Adults 16-34 are watching Kerrang.
- 68% of Kerrang Adult viewers are aged 16-34.

The Hits – Some facts.

- In 2005, 49% of all viewers with mch tv tuned into The Hits – this equates to 19m viewers.
- The channel attracts an average **7.5m** viewers a month. Of those, 2.8m are Adults 16-34. This means the channel reaches 28% of all Adults 16-34 with MCH every month.
- At any moment an average **6,200** Adults 16-34 are watching The Hits
- 59% of The Hits Adult viewers are aged 16-34.

The Box – Some facts.

- In 2005, 39% of all viewers with mch tv tuned into The Box – this equates to 15.2m viewers.
- The channel attracts an average **6m** viewers a month. Of those, 2.5m are Adults 16-34. This means the channel reaches a just under a quarter of all Adults 16-34 with MCH every month.
- At any moment an average **3,700** Adults 16-34 are watching The Box.
- 65% of The Box Adult viewers are aged 16-34.

Kiss – Some facts.

- In 2005, 32% of all viewers with mch tv tuned into Kiss – this equates to 12.5m viewers.

- The channel attracts an average **5m** viewers a month – that's 12% more than MTV Base every month. Of those viewers, 2m are Adults 16-34. This means the channel reaches a fifth of all Adults 16-34 with MCH every month.
- At any moment an average **3,900** Adults 16-34 are watching Kiss.
- 69% of Kiss Adult viewers are aged 16-34.

Q – Some facts.

- In 2005, 19% of all viewers with mch tv tuned into Q – this equates to 7m viewers.
- The channel attracts an average **1.7m** viewers a month. Of those, 830K are Adults 16-34. This means the channel reaches 8% of all Adults 16-34 with MCH every month.
- Q attracts 262% more viewers every month than The Amp and 23% more than MTV2 in its daypart.
- At any moment an average **1,400** Adults 16-34 are watching Q.
- 66% of Q Adult viewers are aged 16-34.

Smash Hits – Some facts.

- In 2005, 35% of all viewers with mch tv tuned into Smash Hits – this equates to 13.6m viewers.
- The channel attracts an average **5.2m** viewers a month. Of those, 2.1m are Adults 16-34. This means the channel reaches 21% of all Adults 16-34 with MCH every month.
- At any moment an average **2,700** Adults 16-34 are watching Smash Hits.
- 65% of Smash Hits Adult viewers are aged 16-34.

Magic – Some facts.

- In 2005, a third of all viewers with mch tv tuned into Magic – this equates to 12.8m viewers.
- The channel attracts an average **4.6m** viewers a month. Of those, 1.9m are Adults 16-34. This means the channel reaches 19% of all Adults 16-34 with MCH every month.
- At any moment an average **3,700** Adults 16-34 are watching Magic.
- 51% of Magic Adult viewers are aged 16-34.

FHM – Some facts.

- In 2005, 23% of all viewers with mch tv tuned into FHM TV – this equates to 9.0m viewers, 3.8m of which were Ads 16-34.
- The channel attracts an average **3.2m** viewers a month. Of those, 1.4m are Adults 16-34. This means the channel reaches 14% of all Adults 16-34 with MCH every month.
- At any moment an average **1,900** Adults 16-34 are watching FHM TV.
- 65% of FHM TV's Adult viewers are aged 16-34.